

TAXIWAY MURAL PROJECT



BFI



Twin walls Mural Company will work with a team of local volunteers to paint a multi-modal mural on the containers and across the asphalt of the RADIUM RUNWAY temporary outdoor arts venue on the Taxiway in Alameda Point. Taking inspiration from the prolific birdlife, local flight history and an interwoven web of flight patterns. The Taxiway mural project will ensure the RADIUM RUNWAY temporary performance venue acts as an arts beacon for the Point even when the space is not activated.

Sponsorship benefits:

- Logo/Listing in press releases, newsletters, and social media coverage of the Taxiway Mural project.
- Featured logo with hyperlink on WEAD website
- Featured logo and hyperlink on long term mural signage (QR codes will be accessible on site to link to artist and donor information for the Mural)
- Invitation to **Sponsors Cocktail Hour** at West End Arts District's Summer Soiree

Keen for more hands on engagement?

Twin Walls Mural Company will be relying on a group of enthusiastic volunteers to help with painting the final work. This could be a great opportunity for team building with colleagues, or an engaging activity with friends and family. Let us know if you and your team would like to get in on the artistry.



WEST END ARTS DISTRICT

empowering artists to transform the public space

West End Arts District was founded by community member and business owner Sandra Russell. She understood that the best way to build community spirit, and revitalize the area was through the arts. In 2015 she launched Blues, Brews & BBQ, which continues to be our flagship event. Since then the nonprofit has grown, expanding our programming to include dance, visual arts and cultural celebrations and developing a relationship with the city and local arts leaders.

Since 2020 WEAD has worked with the West Alameda Business Association to bring a string of successful initiatives to the West End: the Webster Gateway Mural, the Healing Garden Summer Series, the 2nd Friday Art Stroll, Fiesta Alameda. Our work contributed to the economic resilience of the West End during the pandemic and continues to grow the cultural vibrancy and diversity of the area today. Word on the street is: **'The West End is where it's at!'**



PARTNERED WITH



Envision a New East Bay Performance Venue

Radium's end goal is the creation of a state-of-the-art performance venue for local and international artists that champions the power of art to build community, inspire compassion and create uplifting social change.

To start sowing the seeds for the future performing arts center Radium Presents is introducing the Radium Runway Project, a series of arts programming designed to inspire, educate, and experiment. Radium Runway is a temporary outdoor performance venue. The site will host a range of artistic programs on weekends between April and November. When not actively programmed the Taxiway Mural project will ensure that the site acts as an arts beacon for visitors to Alameda Point.